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Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 06671 050610Z

15
ACTION EA-10

INFO OCT-01 ISO-00 EB-06 RSC-01 /018 W
---------- 113926
R 050442Z NOV 74
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 3358

UNCLAS TAIPEI 6671

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: IN-STORE PROMOTION: TAH SHING DEPARTMENT STORE

1. TAH SHING DEPARTMENT STORE HAS INFORMED EMBASSY THAT DUE TO CONSTRUCTION DELAYS, NEW PRESIDENT DEPARTMENT STORE WILL NOT BE COMPLETED UNTIL JULY 1975 AND HAS REQUESTED EMBASSY TO POSTPONE IN-STORE PROMOTION UNTIL THAT TIME. POST COMMERCIAL OFFICER HAS VISITED NEW STORE SITE AND CONCURS THAT STORE WILL NOT BE READY UNTIL LATE JUNE OR EARLY JULY 1975. POST HAS ADVISED TAH SHING THAT PROMOTION IN JULY WOULD REQUIRE CONCURRENCE FROM DOC SINCE PROPOSED CHANGE IN DATES WOULD PUT PROGRAM EVENT INTO FY '76.

2. TAH SHING DEPARTMENT STORE PARTICIPATED IN CETDC SPONSORED CONSUMER PRODUCTS TRADE MISSION TO U.S. IN FEBRUARY 1974, AND PURCHASED APPROXIMATELY US$300,000 WORTH OF U.S. PRODUCTS. BULK OF PRODUCTS HAVE ARRIVED AND SOME ARE ALREADY ON SALE IN THE OLD STORE. OTHER PRODUCTS WILL REMAIN IN STORAGE UNTIL OPENING OF NEW STORE. JUST THE SAME, TAH SHING AWARE THAT AT LEAST US$100,000 MUST BE REORDERED FOR SALE DURING PROMOTION IN NEW STORE.

3. EMBASSY STRONGLY RECOMMENDS FUNDING THIS EVENT IN FY '76. ALTERNATIVELY, CAN POST COMMIT FUNDS LATE FY '75 TO BE CARRIED OVER INTO FY '76. PLEASE ADVISE.
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Message Attributes

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Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Subject: IN-STORE PROMOTION: TAH SHING DEPARTMENT STORE
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